

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



**SAULT
COLLEGE**

COURSE OUTLINE

COURSE TITLE: Field Placement

CODE NO. : PEM205 **SEMESTER:** 2

PROGRAM: Public Relations and Event Management

AUTHOR: James R. Cronin, APR

DATE: Sept 2012 **PREVIOUS OUTLINE DATED:**

APPROVED: "Colin Kirkwood" Oct/12

DEAN **DATE**

TOTAL CREDITS: 3

PREREQUISITE(S): Successful completion of all PREM courses

HOURS/WEEK: TBD by placement location-minimum 30 hours per week

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I. COURSE DESCRIPTION:

The field placement will take place during the last four weeks of the Public Relations and Event Management program. Students will be placed with local and regional businesses, organizations and charitable groups for the four week period and will have an opportunity to practice their new skills in real-life public relations and event management situations. Appropriate workplace behavior and etiquette will be stressed. A list of organizations that have requested students from this program will be provided to the class and a discussion held regarding placement options.

Students will be evaluated by the host organization on the student's understanding and application of the necessary skills to support PR and event activities within the host location. If a student requests a placement outside of the Sault Ste. Marie area, the college will attempt to find a suitable placement in the desired location.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of the field placement, the student will demonstrate the ability to:

1. Work successfully in a PR and event function within a host organization.

Potential Elements of the Performance:

- Demonstrate understanding of the appropriate PR and event management skills necessary to do the job
- Effectively apply the PR and event management skills to support corporate programs

2. Assimilate quickly into a new team environment.

Potential Elements of the Performance:

- Build a strong working relationship with team members
- Play a leadership role where appropriate within projects
- Demonstrate a commitment to project objectives
- Exhibit interest in and enthusiasm for the position
- Accept suggestions and constructive criticism in an appropriate manner

3. Perform effectively and efficiently within a prescribed work environment.

Potential Elements of the Performance:

- Ability to adapt to changing work conditions
- Dedication to punctuality at the work site
- Arriving prepared for the day's assignments. on-time and prepared

III. TOPICS:

The field placement program will strive to provide students with a workplace environment that utilizes their new skill sets developed during the PREM program. Placement locations will be provided with a list of the course topics that have been completed by the students to help guide job assignments and project work.

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Students will be encouraged to refer to program text and resource materials as required to assist them in effectively carrying out their duties during the placement period.

V. EVALUATION PROCESS/GRADING SYSTEM:

Academic credits will be awarded following an instructor's meeting with the placement contact person. Placement credits are earned and awarded based upon the timely and satisfactory completion of placement assignments. A standard evaluation form will be used and will be discussed with the student by the employer. The evaluation will allow both the student and employer to measure the success of the work placement. Students may at any time contact their instructor regarding any issues with the placement.

VI. SPECIAL NOTES:

Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.